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FINDING FOLLOWERS ON TWITTER

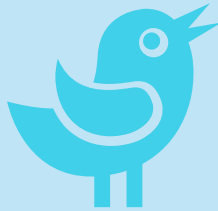


Irish Life



FINDING FOLLOWERS ON TWITTER

Now that you have started using Twitter you'll need to start building an audience of 'Followers'. These are Twitter users who choose to see your Tweets in their newsfeed.



In this eBook we'll look at how to find people to follow and how to encourage them to follow you back.

STEP 1: FINDING THE RIGHT PEOPLE TO FOLLOW

Of course, followers on Twitter are important. If no one follows you very few people will see your Tweets. What is more important than the number of followers is that the people who follow you are the right people.

Ideally you'll want these people to follow you:

1

Your customers

Do your customers use Twitter? The easiest way to find out is ask them. If you find any on Twitter be sure to follow them, they will be the easiest people to get to follow you back.

2

People who influence your followers

Who is influential in your local area? is there a local mommy blogger, food blogger, journalist who people look up to? Are any other local business people using Twitter?

3

Journalists

Which journalists and bloggers write about topics related to your business and your customers? Journalists use Twitter to find people to feature in their stories so if you can find the right press contacts on Twitter it could help you get media mentions.

Knowing who you want to follow you on Twitter helps you go out and find the right people. The first step is to follow them.

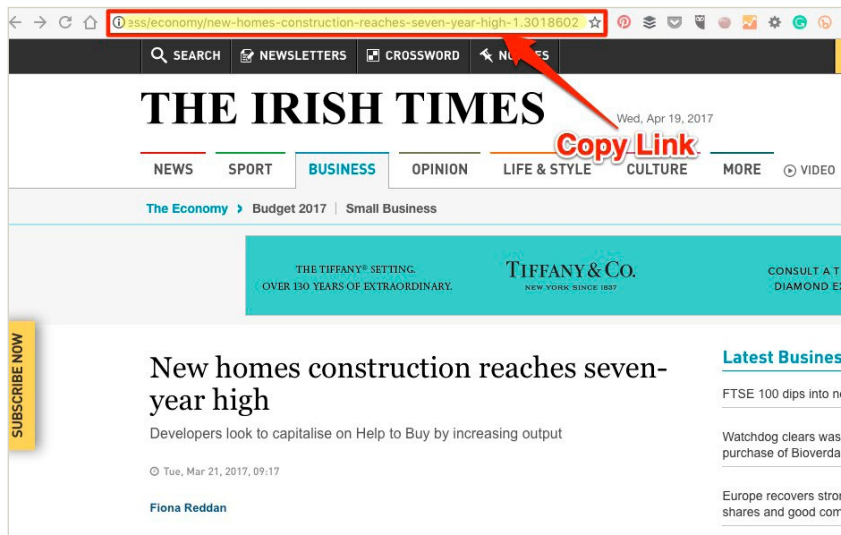
FINDING PEOPLE TO FOLLOW

Websites

Use Google and other search engines to find websites that are popular with your target market.

For the smaller blog and websites look for the Twitter icon, this will link to the authors Twitter account where you can follow them.

For newspapers you'll have to look harder. Find an article that you think will appeal to your target market, copy the link and paste it into the search bar on Twitter.



This should give you a list of people who have tweeted the link. Many of these will be people that you want to follow.

To follow someone from the search results click on their name, check out their profile. If you want to follow click 'Follow'.



When you find someone good to follow on Twitter look at who they are following, they should be connected to other people that will be valuable to you.

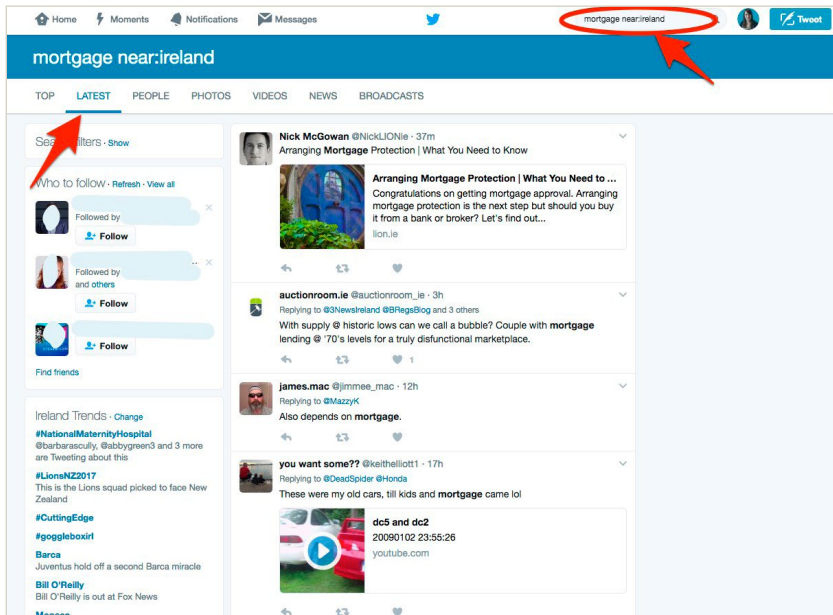
Twitter search

You can use the search bar on Twitter to find people talking about a specific topic.

For example, if you are targeting home buyers you could search for 'mortgage' To narrow this search to people in Ireland talking about mortgages try:

mortgage near:ireland

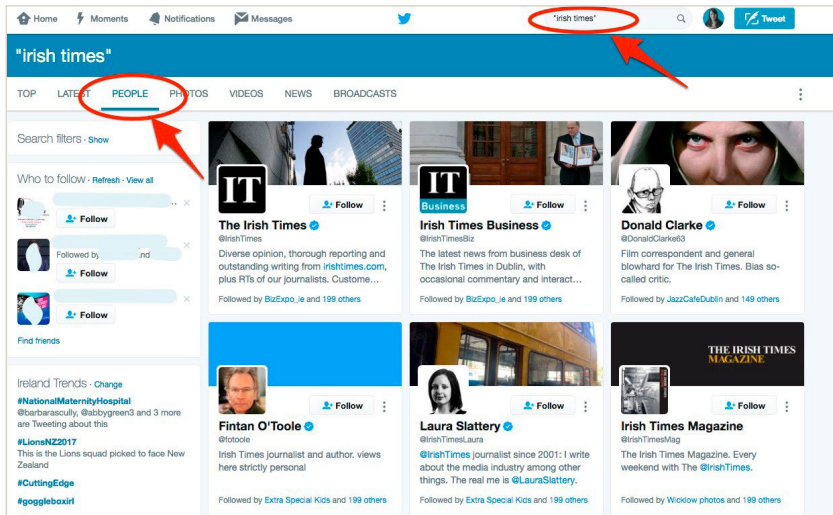
This will give you a list of Tweets sent from Ireland including the word mortgage. Look through these tweets and follow anyone who fits your customer profile or who has an interest in this area.



To find people who work for a specific magazine or newspaper search Twitter for the name of the publication and select the 'People' tab.

If the publication has more than one word in its name enclose the phrase in quotation marks.

For example, if you are searching The Irish Times type "Irish Times" including the speech marks into the search bar.



Anyone who mentions the publication in their bio will appear here. Choose who you want to follow.

Finding influential people with Followerwonk

Followerwonk is a feemium tool that can help you search influential Twitter users. You can perform simple searches for free.

To use it go to www.followerwonk.com

- Click on the 'Search Bios' tab
- Type in a keyword or phrase that you want to search for. In the example below I've searched for interior designers as these will be people who are interesting to people moving or buying homes.
- Click on 'More options' to narrow your search results.

followerwonk »
A Moz App

Features & Pricing

Search Bios Compare Users Analyze Tra

You're using a free version of Followerwonk.
Get unlimited searches, report downloads, and access track and sort. [Subscribe to Followerwonk](#)

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

Login with Twitter and we'll overlay your follow status. Don't forget that you can quickly compare yourself to competitors.

interior design search Twitter profiles Do it

more options

Now you can filter your results by location. In the example below I've selected Ireland

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

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interior design search Twitter profiles Do it

fewer options

Location: ireland See example

Name: See example

URL: See example

Min following: 0 Max following: 0












Min followers: 0 Max followers: 0

Min tweets: 0 Max tweets: 0

Click 'Do it' to see results

This gives you a list of Twitter users ranked by the number of followers they have. You can change this to filter by the most influential users. Click the 'Social Authority' column.

Showing 1 - 50 of 294 results (order by **relevance**)

No filters		tweets	following	followers	account age	Social Authority
follow	 Gina Potter @GinaPotter1 Bangor, Northern Ireland Loves fashion, interior design & iPhone photography. Cancer survivor.	54,363	2,304	2,447	5.9 years	64
follow	 Kylie Ireland @kylieireland VERIFIED acct of Kylie Ireland production design goddess/ interior designer/ radio talk show host/ directrix/ photographer/ wife. Oh, and yes, I am THAT girl too.	48,138	321	70,914	8.03 years	54
follow	 Margaret H @curtainqueen Co. Carlow, Ireland Creative Type. Into: Sewing, Interior Design, DIY, Cookery, Art, Politics, Economics & Current Affairs. Many jobs. Never bored. Question everything.	71,122	1,571	2,440	7.90 years	52
follow	 Hilda by Design @DesignHilda Dublin, Ireland Interior Design Student. Love Design, Dublin, Ireland, France, Photography, Art, Architecture...	7,758	1,214	1,627	3.50 years	51
follow	 Rafal Kostorz @Dublinheadshot Dublin City, Ireland Actor&business headshot, event, interior design&hospitality photographer	1,717	1,812	1,164	3.05 years	46
follow	 Emma Stewart @ESphotographs Co. Antrim, N. Ireland Architectural & Commercial Photographer. Enthusiastic about great buildings, beautiful interiors + good design. Tweets about photography, architecture & cycling	3,744	1,164	1,395	2.80 years	43
follow	 wink design* @design_wink Cork, Ireland Residential&Commercial Interior Design	1,210	2,961	1,764	2.53 years	43
follow	 leonie cornelius @leonie_Cee Ireland Garden Designer & Interior Architect TV Presenter RTÉ Garden Columnist and writer New book DREAM GARDENS - in shops April 10 design ambassador Woodies	2,376	1,871	1,742	5.20 years	45
follow	 Andrea @BrooksLover96 Dublin, Ireland Interior Design student.	11,731	485	674	3.43 years	43
follow	 Karen Hughes @EmeraldInterior Meath, Ireland Irish Interior Designer, Blogger, Director of Emerald Interior Design. Vice President of InteriorsAssoc - Blogs at https://it.co/GJxovCwZGK	6,170	1,123	1,215	6.61 years	40
follow	 Romany Stone @RomanyStone Wicklow, Ireland Styling, design & consultancy. interiors, cafe, bars & commercial spaces event/seasonal styling. Tweets by Emmal	1,503	885	1,358	4.42 years	39

Although Followerwonk has identified these people as being influential click through to the user profile yourself. Make sure that these people are getting into real conversations and that people do like, retweet and reply to their Tweets. This ensures you'll be spending your time building relationships with the best people.



Finding influencers with BuzzSumo

BuzzSumo is another freemium tool that allows you to find influencers.

To use it go to www.buzzsumo.com and sign up for a free account.

- Click on the 'Influencers' tab
- Type a keyword into the search bar
- Filter by location on the left-hand side. I've added 'Ireland' in the example below.
- You can also filter results from Bloggers, Influencers, Companies, Journalists & Regular people.

The screenshot shows the BuzzSumo interface with the 'Influencers' tab selected. A search for 'Interior design' is performed, filtered by location 'Ireland'. The results table lists four influencers with their profile details and engagement metrics.

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Karen Hughes @emeraldinterior emeraldinteriordesign.ie Irish Interior designer, blogger, director of emerald interior design. Vice president @interiorsassoc - blogs at https://it.colgnowegk Blogger	31	23	1.2K	15%	22%	0.3
IDAI.ie @interioracademy itai.ie the interior design academy of ireland, established in 2004, offers fully accredited home study and classroom-based courses in interior design.	34	22	2.8K	0%	0%	0.0
House and Home @houseandhomemag houseandhome.ie ireland's best-selling interiors magazine Blogger	39	38	6.2K	18%	4%	1.1
Lorna Sixsmith @lornasixsmith lornasixsmith.com dairy farmer, blogger, author, mum, book 3 'an ideal farm husband' available now, tweet mostly Blogger Influencer	35	22	4K	48%	20%	0.8

When you complete your search you'll get a list of results including:

- Page and Domain authority - This relates to how likely their website content is to rank on search engines
- Follower count
- Retweet Ratio - The percentage of their tweets that are ReTweets
- Reply Ratio - The percentage of their tweets that are replies
- Average ReTweets - The average number of ReTweets that their own tweets get

A strong influencer should be ReTweeting some tweets but not excessively and have a high reply ratio.

STEP 2: ENCOURAGING PEOPLE TO FOLLOW BACK

You'll find that some people will follow you back immediately when you them on Twitter. To encourage more people to follow back you need to be proactive and interactive.

GET INTO CONVERSATIONS

Scan your Twitter feed at least once a day and look for opportunities to get into conversations. Don't shy away from small talk. Many a good business relationship has started with a response to a 'Good morning' or a 'What's the weather like where you are?'.

You should also look for more in-depth conversations. Can you comment on a link someone has shared or a thought they have Tweeted?

The more conversation you have on Twitter the more people will follow you back.

RETWEET

Make a habit of ReTweeting at least twice a day. This will start to get you noticed by the people whose tweets you share. They are more likely to follow you back.

QUOTE TWEET

If you want to ReTweet more than twice a day mix in some Quote tweets. When you Quote a tweet you can add your own commentary to the original post. This type of tweet will encourage more interaction than a ReTweet alone.

STEP 3: MEASURE

Keep a weekly note of the number of followers you have on Twitter. You should see a slow growth over time.



WHAT'S NEXT?

- Define the type of followers you want to attract
- Find people to follow using Twitter search
- Find influencers using Followerwonk and BuzzSumo
- Get involved in conversations on Twitter
- ReTweet and Quote tweet content from the people you follow.





Irish Life

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